

Monthly Newsletter

MAIN STREET *Beatrice*

2025 EVENTS

MAY 3
Beatrice Beer & Wine
Festival at Envision

SCAN ME



JUNE 21
Ribfest at Stone Hollow
Brewery

SUMMER
Summer Shopping
Event

AUGUST
Taste of Downtown

OCTOBER
Night of the Great
Pumpkin

NOVEMBER
Governor's Pheasant
Hunt

DECEMBER
Holiday rides with
Santa



Beer & Wine Festival

SATURDAY

MAY 3, 2025

3-4pm VIP hour, 4-8pm General Admission
at Envision Landscapes and Garden Center
2115 Court St, Beatrice, NE



SCAN FOR TICKETS



205 N 4th St. - Beatrice, NE 68310 - 402-223-3244 - director@mainstreetbeatrice.org



Downtown Business Directory

Send submissions to director@mainstreetbeatrice.org

1. Your business's current address, phone number, and website.
2. A short paragraph (3-5 sentences) that describes your business and what you offer.
3. 1 picture that sums up your business. (Think about your products and/or services...what one picture would give an accurate "at a glance" impression of your business. If you offer products, a nicely staged picture that features some of the items you carry. If you offer a service, a picture of someone performing the service i.e. mechanic, plumber, etc.). If you have any questions or need help with any of these items, just let us know.

MAIN STREET BEATRICE OPPORTUNITIES

REVOLVING LOAN FUND
 10 year term
 1.9% interest rate
 Avg. loan is \$10,000
 Available for new & existing businesses

SMALL BUSINESS SUPPORT
 Planning, funding, transitioning, technical assistance, networking & community engagement opportunities

SPONSORSHIP & PARTNERSHIP
 Sponsorship Appeal letters went out recently and you should have received yours in the mail within the last few weeks.

If you did not receive yours in the mail, go to mainstreetbeatrice.org and click on "Become a Sponsor"

VOLUNTEERS
 If you would like to get involved with events and network, let us know and we'll add you to the list.



Beatrice Farmer's Market Thursday, May 15th 4pm-6:30pm

Join us for the opening day of the 28th season of the Beatrice Farmers Market on Thursday, May 15! The market features a diverse mix of local farmers, bakers, and crafters offering fresh vegetables, fruits, herbs, eggs, meat, honey, baked goods, jams, flowers, plants, woodworking, and handmade crafts.

The market takes place every Thursday from 4:00 to 6:30 p.m. in the Centenary United Methodist Church parking lot (318 N. 6th Street), running from May 15 through October 9.

The Beatrice Farmers Market is a great way to shop local, eat fresh, and enjoy a weekly community gathering that brings energy and visitors to downtown Beatrice. Community members can also support the market through business sponsorships or individual donations.

To learn more, visit us on Facebook at facebook.com/beatricefarmersmarket or email us at beatricefarmersmarket@gmail.com.

NEW CUSTOMER SEASON

Is your business or organization ready for Spring and tourism season? Will people who are not from Beatrice, and have never visited your business, know what you have to offer and be inclined to stop based on the information they can gather in a glance?

The reality of our modern day is that the majority of people who pass by your business or office will do so in a vehicle that's traveling roughly 25mph; they won't be able to read small signage and will struggle with discerning small items in a window display. When you are planning & evaluating your advertising and signage, don't do it just from the sidewalk in front of your business, go across the street and then go 45 degrees from your business in both directions to get a better idea of what your business front looks like to passersby.

If you want to change things up, but don't know where to begin, gives us a call at Main Street Beatrice and we would be happy to help you formulate a plan to get your business ready for all the new customers you'll attract.

**"One day your life will flash before your eyes. Make sure it's worth watching."
 -GERARD WAY-**

The Director's



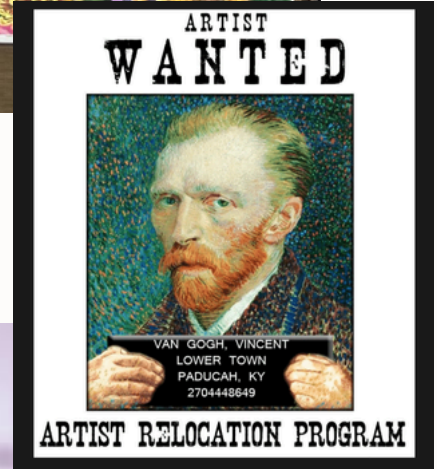
I recently traveled to Philadelphia for the National Main Street America Conference. While I was there I had the opportunity to attend numerous educational sessions with other members of Main Street programs from across the country. Most of the individuals I spoke with came from smaller rural towns much like Beatrice. Each town had its own unique attractions, and history, though most still struggled with aging infrastructure renovation funding. A small handful of towns stood out for creatively thinking outside the box to draw attention and attract visitors.

Jefferson, IA has a tall bell tower where visitors can ascend to the top and overlook the town where murals are installed on the downtown building rooftops.

Franklin, LA recognized their lampposts as their unique identifier. They incorporated their lampposts in all their advertising, established a lamppost festival and hold an annual Dinner under the Lampposts where the main street is shut down for an eventing and a fine dining experience is held in the street.

Lastly, one of the most profound success stories I heard was about Paducah, KY. They had a blighted historic neighborhood nobody wanted to buy homes in so in 2002 they launched an Artist Relocation Program to attract artists into that neighborhood. At present the area is thriving and the Artist's district is not only a creativity oasis for artists, but it's now where all the doctors and lawyers want to live.

-Virginia Gifford
MSB Executive Director



Office Rental



621 Court St, \$500/month

Sitting in the heart of downtown Beatrice & just a couple doors down from the movie theater. this 12x12 office space is perfect for the solo entrepreneur who wants downtown exposure. Whether you're an insurance agent, bookkeeper, landscaper or photographer – this prime location could give you the community exposure your business needs. \$500 month includes a private 12x12 office space, a shared lobby area, & utilities are also included.

Call or text Tracy for more info, 402.520.0632.

"The ultimate test of your greatness is the way you treat every human being."

-ST. POPE JP II-